



Sept 7, 2014



How we see the world today

Too many Single Occupancy Vehicles are leading to wasted fuel and time



Wasted fuel leads to over reliance on parts of the world that don't like us



People feel they have to drive in order to have reliable to/from transportation



Luckily, young people are turning to their smartphones for answers on demand



The Shift from Owning to Sharing: “Access trumps Ownership”

“I want to see my options in real time”



“The young buyers are dying off”
Ferdinand
Dudenhoeffer
Head of University of
Duisburg-Essen's
Center for Automotive
Research.



“I want to pay for things when I use them,”



Driving is now a distraction to texting instead of the other way around.



Cities feel the pain

Most cities run transit under capacity



*Antiquated hardware discourages ridership---
Mobile ticketing is the answer*



Regulations struggle to keep up with innovative systems



Commuters are seeking new ways to get to work



Our Newest Transportation Challenge:

An overwhelming number of single mode transportation apps = Fragmented, hard to find information

The Consumer:

“With so many options, what is the best way for me to get from point A to point B?”

The Ride Provider:

“How do I get the attention of customers in this increasingly crowded market?”

The Municipality:

“How do we expose our community to all the transportation options we offer?”



Solution: RideScout



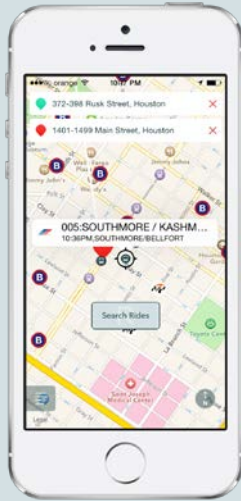
RideScout

The Kayak of Ground Transportation

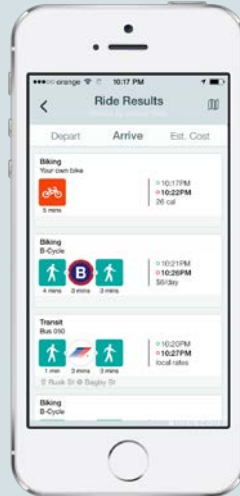
Public, private, and social transportation options inside one mobile app



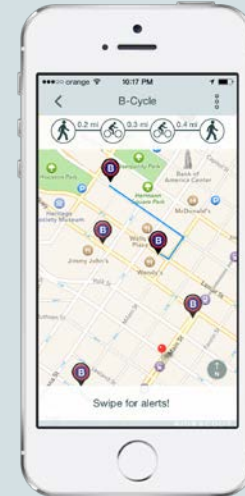
One tap to find a ride



All your options in one view



Find your way fast



RideScout is integrating four distinct transportation marketplaces into a single, easy to use platform

Taxi/Ride-for-Hire Marketplace



Comparing price/proximity to book fast/cheap



RideScout is simultaneously developing all four marketplaces

Carshare Marketplace



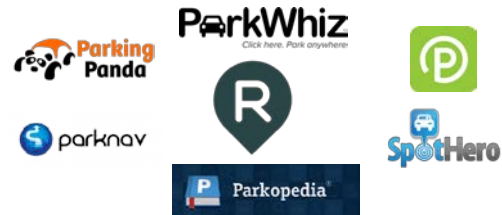
Providing Qualified drivers with Single Sign-on

Commuter Marketplace



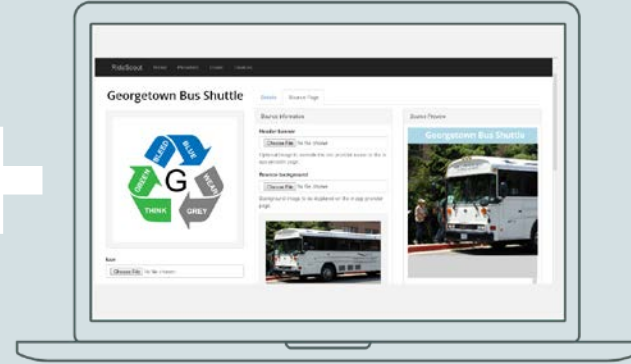
Combining Public Transit and Private RideShare

Parking Marketplace



Pricing and Reserving the final stop of the trip

Transportation-as-a-Service (TAAS): For modest up front fixed fees plus subscription fees based on the size of a transportation population, organizations receive:



Organizational members can see **everything** the general public can see

They also see their **private** buses and shuttles

They also can link together in **private rideshare** communities

And they can see a **tailored dashboard** providing metrics of mode share in real time

RideScout Product Roadmap

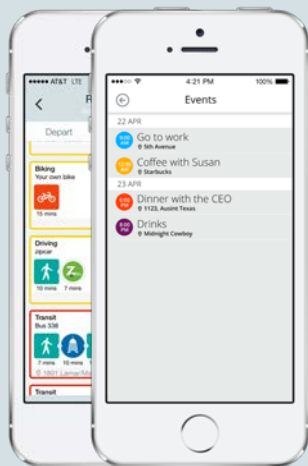
“Intelligently linked chains of transport connections will be the standard... in the future”

“Users have real flexibility if they can conduct their individual leasing transactions on the go”



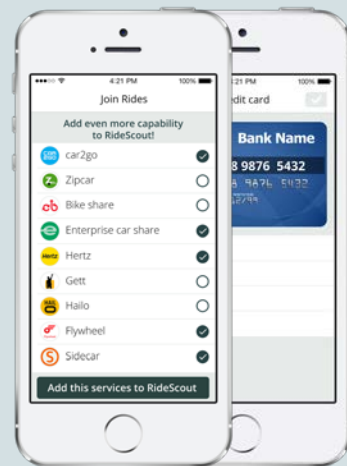
Seamless Experience

- Door-to-Door Planning
- Intelligent Trip Planning
- Real-time Traffic
- Multi-modal Solution
- Wayfinding



Lifestyle integration

- Smart Calendar Integration
- Friends and Contacts
- Groups (Facebook/LinkedIn)
- Meet-up recommendations
- Machine learning w/ Profile



Single Sign-on

- In-App Payment
- Multi-membership
- Mobile Ticketing
- “Leave it in your pocket”
- Instant Access



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